

Abstract

The diploma thesis *Media representation of the construction of gender roles in a total institution on the example of Orange Is the New Black series* is a content research with application of qualitative methods, which analyses and describes the use of feminine and masculine gender roles in a women's prison.

The thesis is divided into three parts. In the first part I described the theory, which is essential for understanding the topic. Here I looked into the history and theory of total institutions, prisons and imprisonment. I also put an emphasis on gender, theories of social and media construction of reality and gendered media content. In the second, methodological part I characterized the analysis sample and the research method. I also defined thematic categories, research questions and objectives of the research.

The research is based on the ethnographic research of Kateřina Nedbálková. With the help of her analysis I defined the analytical categories, into which I divided the research. I analyzed selected data and from those I deduced relevant conclusions, I answered my research questions and evaluated the given objectives.